



Rep Order# 7902797	Ver# 1	Status New	Traffic Order#	Printed: 09/11/2012 3:39 PM	2 of 3			
EC'd Yes				Last Received: 09/11/2012 3:24 PM				
				Showing Buylines: All Lines				
Station KSL-TV SALT LAKE CITY	Agency ( ) NATIONAL MEDIA RESEARCH PLANNING	Rep Firm						
Advertiser ( ) NRCC-NATL REPUB CONG	815 SLATERS LANE	Sales Office ( ) WASHINGTON						
Product NRCC IE 2012	ALEXANDRIA, VA 22314	Salesperson ( ) JAMIE ANDRUS						
Estimate# 3158	Agency C/P1/P2/E 155/426/3158							
Buyer KRISTY KOVATCH	Flight Dates 10/05/2012 - 10/11/2012	Salesperson Phone# 202-872-1155						
Phone#	Hiatus Weeks	Salesperson FAX#						
Fax#								
Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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21	F	KSL 5 NW TDY 2	6A-7A	:30	10/05-10/05	1	\$425.00	1
Rating: 2.1								
22	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/08-10/11	4	\$425.00	4
Rating: 2.1		Buyline Comment: 1/DAY						
26	F	TODAY SHW	7A-8A	:30	10/05-10/05	1	\$950.00	1
Rating: 2.8								
27	M-TH	TODAY SHW	7A-8A	:30	10/08-10/11	4	\$950.00	4
Rating: 2.8		Buyline Comment: 1/DAY						
31	SU	SUN TODAY-NBC	7A-8A	:30	10/07-10/07	1	\$185.00	1
Rating: 1.0								
32	SU	MEET PRESS-SUN	8A-9A	:30	10/07-10/07	1	\$300.00	1
Rating: 1.9								
33	SU	SU 4P NEWS	4P-430P	:30	10/07-10/07	1	\$225.00	1
Rating: 1.1								
34	F	TONITE SHW	1035P-1137P	:30	10/05-10/05	1	\$750.00	1
Rating: 3.2								
35	M-TH	TONITE SHW	1035P-1137P	:30	10/08-10/11	4	\$750.00	4
Rating: 3.2		Buyline Comment: 1/DAY						
39	F	KSL 5 NWS-10<	10P-1035P	:30	10/05-10/05	1	\$2,200.00	1
Rating: 6.0								

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Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
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Fax#

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815 SLATERS LANE  
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In	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
40	SA	KSL 5 NWS-10	10P-1035P	:30	10/06-10/06	1	\$1,800.00	1
Rating:	5.0							
41	F	FRIDAY GAMEDAY LIVE	630P-7P	:30	10/05-10/05	1	\$400.00	1
Rating:	1.7							
42	F	DATELINE FR-NBC	9P-10P	:30	10/05-10/05	1	\$1,400.00	1
Rating:	4.6							
43	SU	FTBL NITE AMR	5P-615P	:30	10/07-10/07	1	\$800.00	1
Rating:	2.1							
44	SU	SNF	615P-930P	:30	10/07-10/07	1	\$4,500.00	1
Rating:	6.5							

---REPORT TOTALS---  
Report Totals: 44 / \$26,635.00

---SALES MONTHLY TOTALS---  
Oct 12: 44 / \$26,635.00  
Sales Totals: 44 / \$26,635.00  
Station Totals: 44 / \$26,635.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$133,175  
CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%  
KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null  
Demos RA35+